

**STATE OF MINNESOTA
BOARD OF ARCHITECTURE, ENGINEERING,
LAND SURVEYING, LANDSCAPE ARCHITECTURE, GEOSCIENCE
AND INTERIOR DESIGN**

**In the matter of Sanford Stein
Certified Interior Designer
CID Number C00836**

STIPULATION AND ORDER

Board File No. 2009-0066

**TO: Mr. Sanford Stein
Stein LLC
801 Washington Avenue North
Unit 120
Minneapolis, Minnesota 55401**

State of Minnesota
Board of AELSLAGID

OCT 22 2009

Rec'd _____

The Minnesota Board of Architecture, Engineering, Land Surveying, Landscape Architecture, Geoscience and Interior Design ("Board") is authorized pursuant to Minnesota Statutes section 214.10 (2008) and Minnesota Statutes section 326.111 (2008) to review complaints against architects, professional engineers, land surveyors, landscape architects, geoscientists, and certified interior designers, and to take disciplinary action whenever appropriate.

The Board received information concerning Sanford Stein ("Respondent"). The Board's Complaint Committee ("Committee") reviewed the information. The parties have agreed that the matter may now be resolved by this Stipulation and Order.

STIPULATION

IT IS HEREBY AGREED by and between Respondent and the Committee as follows:

1. Jurisdiction. The Respondent has held a certificate to use the title of Certified Interior Designer from the Board since June 16, 1994. Respondent is subject to the jurisdiction of the Board with respect to the matters referred to in this Stipulation.

2. Facts. This Stipulation is based upon the following facts:

a. Respondent was first certified to use the title of Certified Interior Designer in the State of Minnesota on June 16, 1994.

b. On June 30, 2006, Respondent's certificate to use the title of Certified Interior Designer in the State of Minnesota expired.

c. On May 26, 2009, Respondent's certification to use the title of Certified Interior Designer was renewed. Respondent's certification as a Certified Interior Designer is current with an expiration date of June 30, 2010.

d. On May 22, 2009, during a phone conversation with Lynette DuFresne, Board Investigator, the Respondent self reported to the Board that his Certified Interior Designer Certificate had expired unintentionally due to an address change with his business. Respondent was not aware that the new business address was not updated with the Board.

e. In a letter dated June 26, 2009 to the Board, the Respondent states: "I am enclosing copies of documents where we utilized the term Certified Interior Designer or the initials C.I.D. during that period of time that I unknowingly was practicing Interior Design in the State of Minnesota after my registration had lapsed." A true and correct copy of the June 26, 2009 letter is attached as Exhibit A.

f. In this same letter dated June 26, 2009 to the Board, the Respondent states: "I have included three (3) sample business cards that have C.I.D. after my name; these are typical of those that were distributed during this period. Additionally, I have enclosed 12 samples of correspondence and signature pages of short form contracts that show C.I.D. after my signature. These are representative of similar letters and contracts of this period but are not represented to be the all of the correspondence." A true and correct copy of the June 26, 2009 letter with the Respondent's dollar/fee amounts redacted is attached as Exhibit A.

g. In this same letter dated June 26, 2009 to the Board, the Respondent states: "I have included two copies of my biography which typically accompanies our marketing material. These were distributed to perspective clients during the period in question. It is estimated that approximately 24-30 such brochures were produced and distributed during the period in question." A true and correct copy of the June 26, 2009 letter is attached as Exhibit A.

h. In a letter dated July 6, 2009 to the Board, the Respondent states: "I my recent response to the Board dated June 26, 2009 I incorrectly stated that our Website (www.steinllc.com) contained no references to my being a Certified Interior Designer. Regrettably, that was incorrect. In fact my Bio (listed under the category ABOUT US) does contain the statement "Sanford is a certified interior designer in the State of Minnesota". This was also the case during that

period of time that my certification had unknowing lapsed...sic..." A true and correct copy of the July 6, 2009 letter is attached as Exhibit B.

3. Violations. Respondent admits that the facts specified above constitute violations of Minnesota Statutes section 326.02, subdivisions 1 and 4b (2008) and are sufficient grounds for the action specified below.

4. Enforcement Action. Respondent and the Committee agree that the Board should issue an Order in accordance with the following terms:

- a. Reprimand. Respondent is reprimanded for the foregoing conduct.
- b. Civil Penalty. Respondent shall pay to the Board a civil penalty of Five Hundred Dollars (\$500.00). Respondent shall submit a civil penalty of Five Hundred Dollars (\$500.00) by cashier's check or money order to the Board within sixty (60) days of the Board's approval of this Stipulation and Order.

5. Additional Discipline for Violations of Order. If Respondent violates this Stipulation and Order, Minnesota Statutes Chapter 326 (2008), or Minnesota Rules Chapter 1800 (2007) or Minnesota Rules Chapter 1805 (2007), the Board may impose additional discipline pursuant to the following procedure:

- a. The Committee shall schedule a hearing before the Board. At least thirty days prior to the hearing, the Committee shall mail Respondent a notice of the violation alleged by the Committee and of the time and place of the hearing. Within fourteen days after the notice is mailed, Respondent shall submit a response to the allegations. If Respondent does not submit a timely response to the Board, the allegations may be deemed admitted.

b. At the hearing before the Board, the Complaint Committee and Respondent may submit affidavits made on personal knowledge and argument based on the record in support of their positions. The evidentiary record before the Board shall be limited to such affidavits and this Stipulation and Order. Respondent waives a hearing before an administrative law judge and waives discovery, cross-examination of adverse witnesses, and other procedures governing administrative hearings or civil trials.

c. At the hearing, the Board will determine whether to impose additional disciplinary action, including additional conditions or limitations on Respondent's practice or suspension or revocation of Respondent's license.

6. Waiver of Respondent's Rights. For the purpose of this Stipulation, Respondent waives all procedures and proceedings before the Board to which Respondent may be entitled under the Minnesota and United States constitutions, statutes, or the rules of the Board, including the right to dispute the allegations against Respondent, to dispute the appropriateness of discipline in a contested case proceeding pursuant to Minnesota Statutes Chapter 14 (2008), and to dispute the civil penalty imposed by this Agreement. Respondent agrees that upon the application of the Committee without notice to or an appearance by Respondent, the Board may issue an Order containing the enforcement action specified in paragraph 4 herein. Respondent waives the right to any judicial review of the Order by appeal, writ of certiorari, or otherwise.

7. Collection. In accordance with Minnesota Statutes section 16D.17 (2008), in

the event this order becomes final and Respondent does not comply with the condition in paragraph 4(b) above, Respondent agrees that the Board may file and enforce the unpaid portion of the civil penalty as a judgment without further notice or additional proceedings.

8. Board Rejection of Stipulation and Order. In the event the Board in its discretion does not approve this Stipulation and Order or a lesser remedy than specified herein, this Stipulation and Order shall be null and void and shall not be used for any purpose by either party hereto. If this Stipulation is not approved and a contested case proceeding is initiated pursuant to Minnesota Statutes Chapter 14 (2008), Respondent agrees not to object to the Board's initiation of the proceedings and hearing the case on the basis that the Board has become disqualified due to its review and consideration of this Stipulation and the record.

9. Unrelated Violations. This settlement shall not in any way or manner limit or affect the authority of the Board to proceed against Respondent by initiating a contested case hearing or by other appropriate means on the basis of any act, conduct, or admission of Respondent justifying disciplinary action which occurred before or after the date of this Stipulation and Order and which is not directly related to the specific facts and circumstances set forth herein.

10. Record. The Stipulation, related investigative reports and other documents shall constitute the entire record of the proceedings herein upon which the Order is based. The investigative reports, other documents, or summaries thereof may be filed with the Board with this Stipulation.

11. Data Classification. Under the Minnesota Government Data Practices Act, this Stipulation and Order is classified as public data upon its issuance by the Board, Minnesota Statutes section 13.41, subdivision 5 (2008). All documents in the record shall maintain the data classification to which they are entitled under the Minnesota Government Data Practices Act, Minnesota Statutes Chapter 13 (2008). They shall not, to the extent they are not already public documents, become public merely because they are referenced herein. A summary of this Order will appear in the Board's newsletter. A summary will also be sent to the national discipline data bank pertaining to the practice of certified interior designers.

12. Entire Agreement. Respondent has read, understood, and agreed to this Stipulation and is freely and voluntarily signing it. The Stipulation contains the entire agreement between the parties hereto relating to the allegations referenced herein. Respondent is not relying on any other agreement or representations of any kind, verbal or otherwise.

13. Counsel. Respondent is aware that he may choose to be represented by legal counsel in this matter. Respondent knowingly waived legal representation.

14. Service. If approved by the Board, a copy of this Stipulation and Order shall be served personally or by first class mail on Respondent. The Order shall be effective and deemed issued when it is signed by the Chair of the Board.

RESPONDENT


Sanford Stein

Dated: OCTOBER 21, 2009

COMPLAINT COMMITTEE

By: Billie Lawton
Billie Lawton, Public Member,
Committee Chair

Dated: 11-18, 2009

ORDER

Upon consideration of the foregoing Stipulation and based upon all the files, records and proceedings herein, all terms of the Stipulation are approved and hereby issued as an Order of this Board on this the 11th day of December, 2009.

MINNESOTA BOARD OF
ARCHITECTURE, ENGINEERING,
LAND SURVEYING, LANDSCAPE
ARCHITECTURE, GEOSCIENCE AND
INTERIOR DESIGN

By: Kristine A. Kubes
Kristine A. Kubes, J.D.
Board Chair

JUL 02 2009

STEIN

June 26, 2009

Ms. Lynette DuFresne
Minnesota Board of Architecture, Engineering, Land Surveying,
Landscape Architecture, Geoscience, and Interior Design
85 East 7th Place, Suite 160
St. Paul, MN 55101

Re: Certificate Reinstatement 2009-0066

Dear Ms. DuFresne,

I am enclosing copies of documents where we utilized the term Certified Interior Designer or the initials C.I.D. during that period of time that I unknowingly was practicing Interior Design in the State of Minnesota after my registration had lapsed.

I have included three (3) sample business cards that have C.I.D after my name; these are typical of those that were distributed during this period. Additionally, I have enclosed 12 samples of correspondence and signature pages of short form contracts that show C.I.D. after my signature. These are representative of similar letters and contracts of this period but are not represented to be the all of the correspondence.

I have included two copies of my biography which typically accompanies our marketing material. These were distributed to perspective clients during the period in question. It is estimated that approximately 24-30 such brochures were produced and distributed during the period in question. You will also find a copy of our letterhead which does not specifically reference interior design, or make reference to my professional status. It is believed that in years 2007 and 2008 that the VM&SD (Visual Merchandising and Store Design) and DDI (Display and Design Ideas) Source Books indicated that I was a Certified Interior Designer.

It should be noted that our website which has become the primary means of marketing our firm, (receiving approximate 150 visits per month) has never made reference to my being a Certified Interior Designer. Additionally I have no current affiliations with any professional associations or societies. My personal listings on Linked In, Speaker Match and Facebook do not identify me as a Certified Interior Designer.

I sincerely hope this disclosure, proves satisfactory to the review committee. Please know that I will make every effort to continue to conduct my practice in a manor that is a credit to my life long profession.

Sincerely,
STEIN LLC



Sanford B. Stein

EXHIBIT A

BIOGRAPHY

Sanford B. Stein has gained national stature for design that is on the innovative edge in the retail industry. From specialty retailers to mass merchandisers, Sanford has assisted clients in successfully and creatively reaching customers through design solutions that are tactile, experiential expressions of the retailer's marketing strategy and brand positioning.

Sanford founded SteinDesign in 1981 to focus on the challenging and ever-changing field of retail planning and design. Twenty years later' in recognition of the retail industry's virtual and actual reinvention, STEIN Trending Branding Design acknowledges the complex and holistic nature of retailing in the new millennium.

As President and Design Director, Sanford has been responsible for over 300 retail design projects ranging from regional and national prototypes to niche and retail service concepts. STEIN's client list includes such diverse names as: Andersen Renewal, Carlson Wagonlit Travel, Red Wing Shoes, Brunswick Billiards, ShopNBC, Formica, Levolor, Select Comfort, The Minneapolis Institute of Arts, and the City of Bloomington, Minnesota.

Sanford's thorough command of all aspects of trending and brand application has made him a popular and sought-after speaker on three continents. Sanford has presented to standing-room-only audiences

at the National Retail Federation Convention & EXPO in 1999 and again in 2000, as well as Associacao Brasileira de Marketing Direto, Sao Paulo, Brazil (2000); Latino Americano Criadores de Moda, Rio de Janeiro, Brazil (2000); TrendCongres 2000 in The Hague, Netherlands (2000); and numerous others. Quotations and excerpts of Mr. Stein's addresses have appeared in such diverse publications as *Metropolis*, *The Seattle Times*, *Kansas City Star*, *Minneapolis Star & Tribune*, *Women's Wear Daily's The Business Newsletter*, and *Crain's Chicago Business*.

Sanford has written or contributed to over 60 articles appearing in a variety of publications, including: *Interior Design*, *Interiors*, *Visual Merchandising and Store Design*, *Retail Store Image*, Japan's trend monitor *Pronto*, *World's Best Store Designs*, *Retail Reporting's Stores of the Year* and the acclaimed design textbook *Interior Design* by John Pile.

In 2005 a case study of STEIN's work for Brunswick Billiards was featured in the best-selling business management guide 'By the Seat of Your Pants' written by Minnesota businessman Tom Gegax. Sanford is a certified interior designer in the State of Minnesota.

BIOGRAPHY

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Sanford is a certified interior designer in the State of Minnesota.

STEIN
●

801 WASHINGTON AVE N, UNIT 120
MINNEAPOLIS, MN 55401
612 338 3339 P 612 338 3275 F
WWW.STEINLLC.COM

From 2008

STEIN
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March 27, 2008

Tom Bean, AIA
Vice President
Berger Devine Yaeger
3700 Broadway - Suite 300
Kansas City, MO 64111

RE: 08-P-04

Hi Tom:

Bob Lane suggested that we send you a brochure to give you a better feel for our work in retail design. Beyond the 400 plus retail concepts and applications that we have been responsible for in our over 27 years, we have done a substantial amount of work utilizing psychographic data for project programming, brand positioning, and design criteria.

We have also worked for some of the countries leading developers (Simon/DeBartolo, General Growth) on developing tenant design criteria for regional malls.

We would be most interested in working with your design team on the Schlitterbahn project, and we look forward to meeting you and learning more about this world-class entertainment/recreation venue.

Regards,

STEIN, LLC



Sanford B. Stein, CID

SBS:di

Enclosure: Company Brochure

cc: Bob Lane, Lane Design Group

STEIN

March 15, 2007

Adam Lindquist
Director of Business Development
2nd Wind Exercise Equipment
5763 Forest Drive
Lonsdale, MN 55046

Dear Adam:

Here are the proposal draft hardcopies we promised. As I mentioned in my e-mail on Wednesday, nothing is in stone; we really want to work with you on this undertaking.

I firmly believe this is an opportunity to take 2nd Wind to the 'next level' and appeal to a broader spectrum of the population. I am reasonably certain that the return on investment will be significant with the proper approach.

I look forward to chatting, and our April meeting. Call me if you have any questions or just want to talk about some of our ideas.

Regards,

STEIN, LLC



Sanford B. Stein, CID

SBS/di
Enc: 3

STEIN

April 5, 2007

Rick Weber
Rec Room Furniture & Games
1600 East Algonquin
Algonquin, IL 60102

RE: 07-P-13

Dear Rick:

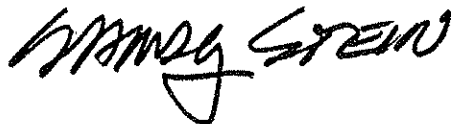
Enclosed is our proposal for the work we discussed during last week's visit to Chicago. The exercise I have outlined will assist you and your team in defining "what you ought to be" and how to get there in design terms. The process will recognize what currently works and what needs to be changed to meet the newly defined brand and sales objectives.

As I mentioned, this entire process should take about 7-8 weeks, which would take us to early June assuming we begin by April 15th. While the design and documentation work that would follow is still significant, I do believe, it will be possible to launch the first of the new prototype stores in the fourth quarter to capture the holiday sales season.

If you have any questions once you have looked over our proposal, please give me a call. Also, we would be comfortable taking it a phase at a time, if you so choose.

Regards,

STEIN, LLC



Sanford B. Stein, CID

SBS:di
Enc. (3)

7

As I mentioned, in our conversation, I would be happy to come out and make a presentation to your company, which I believe would be of value regardless of your ultimate decision.

Naturally, we would love to develop a relationship with you and your company and help you get to the next level. I would encourage you to talk to some of our current and past clients to get a feel for our passion and commitment to our clients' success. John Stransky (Life Fitness - business phone: 847-288-3300), Steve De Alcala (Brunswick Home & Billiard - cell: 214-697-3355), or Brent Hutton (Select Comfort & Brunswick Home & Billiard - cell: 812-219-2477) would be excellent references. I look forward to hearing from you.

Regards,

STEIN, LLC

A handwritten signature in black ink, appearing to read "SANFORD STEIN". The signature is stylized with a large, sweeping "S" and "STEIN" written in a cursive-like font.

Sanford B. Stein, CID

SBS:di

Enc. (2 company brochures, proposal and Tom Gegax's book)

PHASE THREE – EXISTING ROOM REVAMP

- Re-define existing room scenes utilizing new metrics with style-driver boards demonstrating:
 - Architectural design aesthetic
 - Lifestyle references
 - Color/material/accessories selections
 - Product packages
- Review Room scenes boards with client and renderer
- Review re-rendering work (for each new room)
 - Firsts pass-Existing room with product placement and embellishments
 - Second pass-Lighting and accessories placement
 - Third pass-Final revisions (*delete*)

INVESTMENT SUMMARY (revised 6.3.08)

PHASE ONE - OBJECTIVES	\$
PHASE TWO – NEW ROOM DEVELOPMENT (Three expected)	\$
PHASE THREE – EXISTING ROOM REVAMP (Four expected).	\$

Time spent on changes or alterations made to previously approved project phases, or additional work required due to changes in scope or extensions in design or construction schedules, shall be billed on an hourly basis as additional services. To the fullest extent permitted by law, STEIN's total liability arising out of this agreement shall not exceed the total fee outlined in this agreement.

Reimbursable expenses shall be billed in addition to design fees including mileage, long distance telephone, copies, plots and prints, postage, fax transmissions, travel expenses, airfare, lodging, and consultant services, etcetera. Out of office reimbursable expenses shall be billed plus 15% to cover handling fees.

Sanford B. Stein, CID for STEIN, LLC

Date

Neil Taylor or Dan Wille for Life Fitness

Date

Dollar/Fee Amounts have been redacted
(Lynette DuFresne)

STEIN

INVESTMENT SUMMARY

1.0 ENVIRONMENTAL GRAPHICS, SIGNAGE, THEMING, AND IDENTITY

- 1.1 Casino naming, graphic identity development (logo) with typical sign application on interior and exterior - \$
- 1.2 Interior graphic identification, signage and theme imagery for casino, event area, winter garden hotel and spa including design, construction documentation, construction administration, project management and coordination, value engineering, and presentation - \$

NOTE: Includes \$ allowance for original thematic illustration work.

- 1.3 Design, construction documentation, and construction administration of all exterior sign types including engineering review, project management and coordination, value engineering, and presentations - \$

48.06.03 Total Environmental Graphics and Signage Fees - \$

2.0 FIXTURES, FURNISHINGS, AND EQUIPMENT

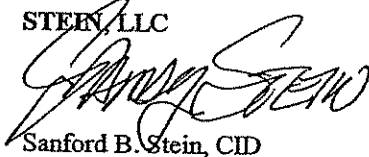
- 2.1 Fixture, furnishings, and equipment selection; including research, selection, color and finish selection/coordination, specification, procurement assistance, and budget management.

- 2.1.1 Casino and Banquet Facility -
- 2.1.2 Winter Garden - \$
- 2.1.3 Hotel and Spa - \$

48.06.04 Total Fixtures, Furnishings, and Equipment Fees - \$.

Regards,

STEIN, LLC



Sanford B. Stein, CID

SBS/di
Attachment

SEPT. 707 PROPOSAL

SPRINGS WINDOW FASHIONS

Dollar/Fee Amounts have been redacted
(Lynette DuFresne)

INVESTMENT SUMMARY (continued)

STEIN, LLC Interface

Design and review of narrative \$
Focus Group participation (4 in Minneapolis)
Summary review
On-line Panel Survey design and review
Client Meetings (2)
Includes travel time

In-store assessment including customer experience audit \$
Six (6) store, three (3) system use analysis
General Departmental Use and Summary Report
with specific (pre-design) recommendations.
Includes travel time.

Total Investment Range \$

Not included in the aforementioned are direct costs associated with travel, lodging etc. which will be billed as a reimbursable expense.

Reimbursable expenses shall be billed, in addition to design fees including mileage, long distance telephone, copies, plots and prints, postage, fax transmissions, travel expenses, airfare, lodging, etc. Out of office reimbursable expenses shall be billed at cost plus 15% to cover handling fees.

Design fees and reimbursable are billed monthly and are due upon receipt. A service charge of 1.5% per month will be assessed on any amount 30 days overdue, plus reasonable collection costs and fees.

To the fullest extent permitted by law, STEIN's total liability arising out of this agreement shall not exceed the total fee agreement.

Sanford B. Stein, CID for STEIN, LLC

Date

Robb McCann for Springs Window Fashions

Date

Dollar/Fee Amounts have been redacted
(Lynette DuFresne)

PHASE THREE – EXISTING ROOM REVAMP

- Re-define existing room scenes utilizing new metrics with style-driver boards demonstrating:
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PHASE ONE - OBJECTIVES	\$
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Time spent on changes or alterations made to previously approved project phases, or additional work required due to changes in scope or extensions in design or construction schedules, shall be billed on an hourly basis as additional services. To the fullest extent permitted by law, STEIN's total liability arising out of this agreement shall not exceed the total fee outlined in this agreement.

Reimbursable expenses shall be billed in addition to design fees including mileage, long distance telephone, copies, plots and prints, postage, fax transmissions, travel expenses, airfare, lodging, and consultant services, etcetera. Out of office reimbursable expenses shall be billed plus 15% to cover handling fees.

Sanford B. Stein, CID for STEIN, LLC

Date

Neil Taylor or Dan Wille for Life Fitness

Date

Proposal for Good Feet
January, 3 2008

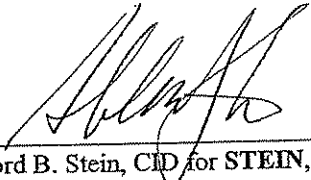
Dollar/Fee Amounts have been redacted
(Lynette DuFresne)

CONTRACT CONDITIONS

Time spent on changes or alterations made to previously approved project phases, or additional work required due to changes in scope or extensions in design or construction schedules, shall be billed on an hourly basis as additional services, based on prevailing rates:

Principal's time shall be billed at \$ per hour.
Senior Project Designer's time shall be \$ per hour.
Graphic/Environmental Graphic Designer's time shall be billed at \$ per hour.
Project Manager's time shall be billed at \$ per hour.
CAD Operator's time shall be billed at \$ per hour.
Staff Designer's time shall be billed at \$ per hour.

To the fullest extent permitted by law, STEIN's total liability arising out of this agreement shall not exceed the total fee outlined in this agreement.



Sanford B. Stein, CID for STEIN, LLC

6.10.08

Date



Good Feet Worldwide, LLC or Licensee

6/11/08

Date

Proposal for Good Feet
January, 3 2008

GOOD FEET: FORT COLLINS, CO 7.11.08

Should the aforementioned be acceptable the following documentation should be completed for each dealer application.

Name of dealership Good Feet Denver / Eric Kaplan

**Dollar/Fee Amounts have been redacted
(Lynette DuFresne)**

Dealership Address 2350 East Harmony Road

Contact at Dealership Tracy Handt

Contacts Phone Number 701-306-5092 cell 760-494-6478 office

Contacts e-mail address thandt@yahoo.com

Color Palette Options (A, B or C) A

CONTRACT CONDITIONS

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Graphic/Environmental Graphic Designer's time shall be billed at \$ per hour.
Project Manager's time shall be billed at \$ per hour.
CAD Operator's time shall be billed at \$ per hour.
Staff Designer's time shall be billed at \$ per hour.

To the fullest extent permitted by law, STEIN's total liability arising out of this agreement shall not exceed \$1.00.

Sanford B. Stein, CID for STEIN, LLC

Date

Tracy Handt

7/11/08

Good Feet Worldwide, LLC

Date

Proposal for Good Feet
January, 3 2008

GOOD FEET: ALBANY, NY 7.11.08

Should the aforementioned be acceptable the following documentation should be completed for each dealer application.

Name of dealership Good Feet ALBANY, NY / BRIDGETTE KELLY

Dealership Address 65 WOLF ROAD, ALBANY, NY 12205

Dollar/Fee Amounts have been redacted
(Lynette DuFresne)

Contact at Dealership Tracy Handt

Contacts Phone Number 701-306-5092 cell 760-494-6478 office

Contacts e-mail address thandt@yahoo.com

Color Palette Options (A, B or C) B

CONTRACT CONDITIONS

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Staff Designer's time shall be billed at \$ per hour.

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Sanford B. Stein, CID for STEIN, LLC

Date

Tracy Handt
Good Feet Worldwide, LLC

7/11/08
Date

STEIN TRENDING BRANDING DESIGN LLC

SANFORD STEIN, C.I.D.

PRESIDENT

SSTEIN@STEINLLC.COM

801 WASHINGTON AVE N, UNIT 120

MINNEAPOLIS, MN 55401

612 338 3339 P 612 338 3275 F

WWW.STEINLLC.COM

STEIN TRENDING BRANDING DESIGN LLC

PRESIDENT

SSTEIN@STEINLLC.COM

801 WASHINGTON AVE N, UNIT 120

MINNEAPOLIS, MN 55401

612 338 3339 P 612 338 3275 F

WWW.STEINLLC.COM

STEIN TRENDING BRANDING DESIGN LLC

SANFORD STEIN, C.I.D.

PRESIDENT

SSTEIN@STEINLLC.COM

801 WASHINGTON AVE N, UNIT 120

MINNEAPOLIS, MN 55401

612 338 3339 P 612 338 3275 F

WWW.STEINLLC.COM

JUL 07 2009

STEIN

July, 6 2009

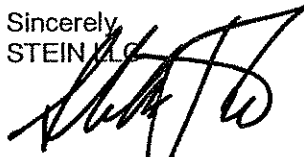
Ms. Lynette DuFresne
Minnesota Board of Architecture, Engineering, Land Surveying,
Landscape Architecture, Geoscience, and Interior Design
85 East 7th Place, Suite 160
St. Paul, MN 55101

Re: Certificate Reinstatement 2009-0066

Dear Ms. DuFresne,

I my recent response to the Board dated June 26, 2009 I incorrectly stated that our Website (www.steinllc.com) contained no references to my being a Certified Interior Designer. Regrettably, that was incorrect. In fact my Bio (listed under the category ABOUT US) does contain the statement "Sanford is a certified interior designer in the State of Minnesota". This was also the case during that period of time that my certification had unknowingly lapsed. I apologies for any confusion this may have caused.

Sincerely,
STEIN LLC



Sanford B. Stein

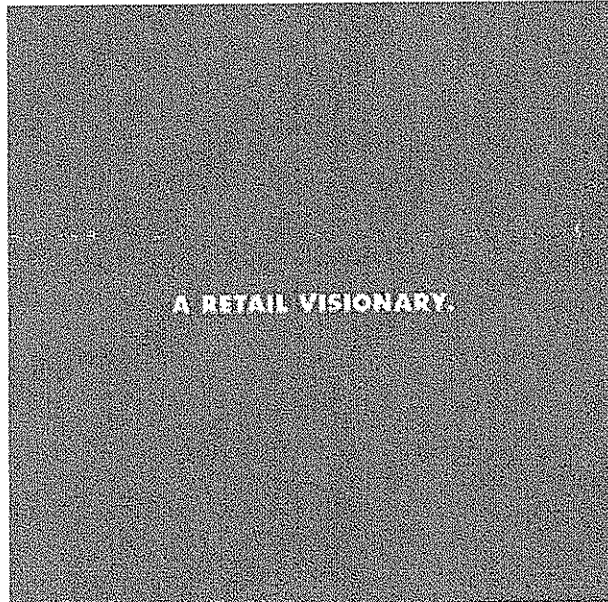
EXHIBIT B

ABOUT US PORTFOLIO OUR PROCESS SPEAKING NEWS ROOM CONTACT US

OUR PURPOSE **BIO** CLIENT PROJECT LIST

Learn about our Retail Design history and experience below.

STEIN



Sanford B. Stein has gained national stature for design that is on the innovative edge in the retail industry. From specialty retailers to mass merchandisers, Sanford has assisted clients in successfully and creatively reaching customers through design solutions that are tactile, experiential expressions of the retailer's marketing strategy and brand positioning.

Sanford founded SteinDesign in 1981 to focus on the challenging and ever-changing field of retail planning and design. Over a quarter of a century later, in recognition of the retail industry's virtual and actual reinvention, **STEIN** Trending Branding Design acknowledges the complex and holistic nature of retailing in the new millennium.

As President and Design Director, Sanford has been responsible for more than 300 retail design projects ranging from regional and national prototypes to niche and retail service concepts. **STEIN's** client list includes such diverse names as: Andersen Renewal, Carlson Wagonlit Travel, Red Wing Shoes, Brunswick Billiards, Life Fitness, ShopNBC, Formica, Levolor, Select Comfort, The Minneapolis Institute of Arts, and the City of Bloomington, Minnesota.

Sanford's thorough command of all aspects of trending and brand application has made him a popular and sought-after speaker on three continents. Sanford has presented to standing-room-only audiences at the National Retail Federation Convention & EXPO in 1999 and again in 2000, as well as Associaçao Brasileira de Marketing Directo, Sao Paulo, Brazil (2000); Latino Americano Criadores de Moda, Rio de Janeiro, Brazil (2000); TrendCongres 2000 in The Hague, Netherlands (2000); and numerous others. Quotations and excerpts of Sanford's addresses have appeared in such diverse publications as *Metropolis*, *The Seattle Times*, *Kansas City Star*, *Minneapolis Star &*

Tribune, Women's Wear Daily's The Business Newsletter, and Crain's Chicago Business.

Sanford has written or contributed to over 60 articles appearing in a variety of publications, including: *Interior Design, Interiors, Visual Merchandising and Store Design, Retail Store Image*, Japan's trend monitor *Pronto*, *World's Best Store Designs*, *Retail Reporting's Stores of the Year* and the acclaimed design textbook *Interior Design* by John Pile.

In 2007 a case study of STEIN's work for Brunswick Billiards was featured in the best-selling business management guide *The Big Book of Small Business*, written by Minnesota businessman Tom Gegax. Sanford is a certified interior designer in the State of Minnesota.

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What's new? What's next? Retail is always reinventing itself. Today, however, the rate of change is accelerating as trends converge: aging baby boomers, information technology and e-commerce, consumer empowerment, multi-channel selling and the almighty brand. There is no turning back to the retail of the past. But what is its future?

Building on more than 25 years of experience, STEIN assists clients in developing successful strategies for

Designing the ever-present future of retail.

retailing and brand marketing. From award-winning design for

retail environments to insightful analysis of societal trends, STEIN brings together an array of integrated

services. In addition, Sanford Stein, the firm's principal, offers the perspective gained from addressing

conferences around the world on branding and retailing. One constant emerges; the more retailing

changes, the more the need for innovative thinking remains the same.

What makes STEIN different?

STEIN has been a pioneer in creating retail branded environments since its inception in 1981. We have developed tools and procedures to assess and become immersed in the retail culture of our clients. This helps us to understand the myriad interconnected issues involved in the ultimate repositioning, rebranding and/or creation of a new branded environment. Key components of this holistic process include the following:

Experience Audit: Gaining a deep understanding of the nature of the customer experience to help guide the repositioning effort.

Ethnographic Assessment: Observation and recording of human behavior and interaction in the retail environment, leading to pre-design programming.

Programmatic Questionnaires: In-depth questionnaires to all levels of corporate and in-store operational personnel, to dig deeply and attain buy-in.

Psychographic Market Analysis: Utilizing consumer segmentation software, STEIN ascertains lifestyle, lifestage and social group data which help define target demographics, assist in location searches, and connect target buyers with desired markets.

Branding: High perceived brand value is in part an outgrowth of all brand touchpoints being in sync with one another. STEIN makes sure the brand identity and all brand touchpoints, from the web to the store signage to the in-store customer experience, are speaking in one voice.

Environmental Graphic Design: The downsizing of America and the power and growth of the Internet have conspired to change the way people shop. No one wants to be sold anything anymore; they want to be empowered to buy. STEIN ensures that their retail prototypes are intelligent and empowering, giving customers valuable top-line information influencing choice making and contributing to a predictable outcome for both the consumer and the retailer.

Virtual Imaging and 3D Walk-Through: STEIN utilizes state-of-the-art 3D modeling software to take clients through a completed store design before construction even begins. This valuable tool is used throughout the design process to truly visualize the outcome.

Managing Projects (and Clients) Like We Own the Store: Retail design and construction have myriad variables, from schedules and budgets to contractors and inspectors, unforeseen site conditions to immovable grand opening dates. STEIN takes responsibility for managing the often unmanageable, and has done so with integrity and consistency for over a quarter-century.

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In 2005 a case study of STEIN's work for Brunswick Billiards was featured in the best-selling business management guide *'By the Seat of Your Pants'* written by Minnesota businessman Tom Gegax. Sanford is a certified interior designer in the State of Minnesota.

DISTINCTIONS

Sanford B. Stein

Creating highly imaginative and trend-sensitive branded environments requires much more than a talented design team and a disciplined approach. Throughout his over-25-year career, Sanford Stein has demonstrated a unique understanding of the demographic and psychographic changes within our culture, and how those changes influence consumer attitudes, behaviors, and buying habits.

Trends in retail and consumer culture help drive the firm's unique and successful designs. Sanford's ability to interpret and predict these trends has made him a sought-after speaker and lecturer.

Sanford has addressed audiences on three continents, and has been featured in numerous articles and celebrated presentations, helping retailers and manufacturers focus on issues that influence their markets and impact their brands' value.

Publication

By the Seat of Your Pants; 2005
The No Nonsense Business Guide
by Tom Gegax
Brunswick Home & Billiard Case Study

Article

Visual Merchandising 4; 2005
ST Media Group
Brunswick Home & Billiard Store
Wilmette, IL

Article

VM & SD; February 2004
"Pool Cues" - Brunswick Home & Billiard Store

Presentation

Brunswick Business Enrichment
Conference
Chicago, IL; Tampa, FL; 2002-2005

Presentation

Brand Matters Series
Yamamoto Moss
Minneapolis, MN; 2002

Keynote Address

AN7AD
National Retailers Association of Mexico
Annual Retailers Convention and Trade Show
"Re-retailing - The Reinvention of Specialty Retailing for the New Economy"
Mexico City, Mexico; September 2001

Article

Crain's Chicago Business; February 2001
Weighing Anchor

Keynote Address

Retail Direct Marketing
1st Latin-American Congress for Fashion Developers
Rio de Janeiro, Brazil; July 2000

Keynote Address

VEDIS and HBD
Trendcongres 2000 - "Retailing in the eEconomy"
The Hague, Netherlands; June 2000

Article

VM & SD; June 2000
"Can Stores Survive the Net?"

Article

Meio & Mensagem (Brazilian Advertising/Marketing); May 2000

Keynote Address

ABEMD n Brazilian Direct Marketing Association
2nd International Seminar on Retail Direct Marketing
Sao Paulo, Brazil; May 2000

Article

VM & SD; March 2000
"Brave New World"

DISTINCTIONS

Sanford B. Stoln

Presentation

Design Futures Council
 "Re-retailing, Reinventing Retail for the New Economy"
 Cordillera, CO; February 2000

Article

Architecture Minnesota,
 January/February 2000
 Face to Face

Presentation

"Re-retailing"
National Retail Federation
 89th Annual Convention & EXPO
 New York, NY; January 2000

Panel

American Institute of Architects of Minnesota
 65th Annual Convention & Products Expo
 Minneapolis, MN; November 1999

Keynote Address

"*Retailing for the Next Millennium*"
 Management Meeting
 General Growth
 Lake Geneva, WI; 1999

Keynote Address

"*Retailing for the Next Millennium*"
 Management Meeting
 NPD/Media Matrix
 New York, NY; 1999

Keynote Address

Retailing for the Next Millennium
 Spring Retail Conference
 Stockmann-Gruppen
 Copenhagen, Denmark; 1999

Article

VM & SD; October 1999
 "A Wing and a Player"
 Red Wing Shoe Company, Inc.

Article

Metropolis; May 1999
 "The Mall Doctor"

Article

City Business; May 1999
 "Malls Turning Inside Out"

Articles

Web/DNR Specialty Stores; March 1999
 Business Newsletter
 Success Strategies
 "Retailing for the Next Millennium"

Award

Chain Store Age; February 1999
 Single Unit - Auto Fun

Presentation

"*Retailing for the Next Millennium*"
 National Retail Federation
 88th Annual Convention & EXPO
 New York, NY; January 1999

Presentation

Reinventing Decorating Products Retailing
 Painting & Decorating Retailers
 Association Convention
 St. Louis, MO; 1998

Presentation

"*Brand New Me*"
 Minneapolis Star & Tribune
 Minneapolis, MN; 1998

Article

VM & SD; October 1998
 "Retailing for the Next Millennium"

Article

Real Estate Journal; May 1998
 "Keeping Pace with Today's Consumer"
 Andersen Renewal

Keynote Address

Museum Store Association
 National Meeting
 St. Louis, MO; 1998

Guest Lecturer

Stout State University
 Career day
 March 1996, 1997, 1998

Presentation

"*Reinventing Decorating Products Retailing*"
 Mohawk Industries
 Fort Lauderdale, FL; 1998

DISTINCTIONS

Sanford B. Stein

Presentation

"Reinventing Decorating Products Retailing"

Sherwin Williams
Cleveland, OH, 1998

Presentation

"Reinventing Decorating Products Retailing"

United Paint & Chemical
Southfield, MI, 1998

Presentation

"Reinventing Decorating Products Retailing"

California Products
Chadham, MA, 1998

Presentation

"Marketing to Changing Demographic"

Carlson/Wagonlit Travel
Minnetonka, MN, 1998

Presentation

"Marketing to Changing Demographic"

Back Home Foods
Plymouth, MN, 1998

Presentation

"Cobalt & Scarlet/A Defining Brand"

Benjamin Moore Companies
New Jersey, 1997

Presentation

"Trending and Design"

Institute of Architects
Minneapolis, MN, 1997

Presentation

"Trending and Design"

Minnesota Shopping Center Association
Minneapolis, MN, 1997

Presentation

"Trending and Design"

Madison Marquette Realty Services
Minneapolis, MN, 1997

Keynote Address

"Reinventing Decorating Products Retailing"

ColorGuild International
Cancun, Mexico, 1997

Keynote Address

"Reinventing Decorating Products Retailing"

ColorGuild International
Fall Meeting
Washington, DC, 1996

Article

Stores of the Year 10, 1996
Runkel Brothers American Garage
Everything But Water

Juror

General Electric Edison Awards, 1996
Nela Park, Cleveland, OH

Article

Retail Store Image, October 1996
"How to Design Stores for Service Retailers"

Article

Retail Store Image, September 1996
"A New Look for Andersen Windows"

Article

Retail Store Image, September 1995
"Retro Retailing"
Runkel Brothers American Garage

Article

Twin Cities Business Monthly,
September 1995
"Best of Business"
Best storefront designer

Article

Stores of the Year 9, 1995
Junkyard - Mall of America

Award

SADI Award, February 1995
Best Under 2000 sq. ft. specialty concept
Runkel Brothers American Garage

Award

STAR Award; 1994

Store design for enclosed mall

Runkel Brothers American Garage

Article

Fabrics Architecture; March/April 1994

Bachman's Garden Center

Article

Retail Image; September 1994

Bachman's Garden Center

Article

VM & SD; August 1994

Life Enhancements

Article

Stores of the Year 8; 1994

Koenig Sports Prototype

Article

VM & SD; October 1994

Junkyard

Article

Corporate Report Minnesota; April 1993

SteinDesign Feature Article

Article

Fabrics Architecture; September 1993

Bachman's Garden Center

Article

Interior Design; May 1993

Carlson Travel Network Prototype

Article

Minneapolis Star Tribune; April 1993

Bachman's Garden Center

Article

Minnesota Real Estate Journal;

April 1993

Bachman's Garden Center

Article

Nursery Retailer; September/October 1993

Bachman's Garden Center

Article

Retail Challenge, Volume 5, Issue 1; 1993

Retail Design Interview

Article

Sports Trend Magazine; September 1992

Koenig Prototype

Article

VM & SD; September 1992

Carlson Travel Network Prototype

Article

Chain Store Age Executive,

November 1991

inSTORE Program

Article

Architectural Lighting; July 1991

Carlson Travel Network Prototype

Lecture

Lighting for Store Design

Designer's Lighting Forum

Minneapolis, MN; March 1991

Article

World's Best Store Design, Vol. 3; 1987/88

Wild Pair Prototype

Article

Pronto, Vol. 5, No. 9; 1988

Pub. by Numotani Co., Ltd., Osaka, Japan

SteinDesign Office, Minneapolis, MN

Article

Architectural Lighting; October 1988

Josef's, Pavilion Place, Roseville, MN

Article

VM & SD; October 1988

Wild Pair Prototype, Niles, Illinois

Article

Commercial Space; August 1988

"Sales By Design"

Publication

Interior Design; April 1988

Published by Harry Abrams

SteinDesign Office, Minneapolis, MN

Article

St. Paul Pioneer Press; December 1987

"The Hidden Persuaders"

DISTINCTIONS

Sanford B. Stein

Article	Award	Award
<i>Skyway News</i> ; July 1987	<i>Minnesota Society AIA</i> ; 1986	<i>Minnesota Society AIA</i> ; 1985
"Design Time / Retail Design Trends"	Interior Design Awards;	Interior Design Awards;
Article	Josef's, Pavilion Place, Roseville, MN	SteinDesign Offices, Kickernick Building, Minneapolis, MN
<i>Minnesota Real Estate Journal</i> ; July 1987	Dimitrius, St. Anthony Main, Mpls., MN	Josef's, Calhoun Square
"Trends in Retail Design"	4 Fitness, St. Anthony Main, Mpls., MN	
Award	Article	Appointment
<i>National Mall Monitor, Honorable Mention</i>	<i>Interior Design</i> ; August 1986	Liaison Committee Member of
Under 2,000 sq. ft.; March 1987	SteinDesign Office, Minneapolis, MN	the Interiors Committee of the
Josef's, Pavilion Place, Roseville, MN		American Institute of Architects; 1985
Article	Panel Member	Article
<i>Interior Design</i> ; February 1987	<i>International Market Square</i> ; March 1986	<i>Jewelers' Circular-Keystone</i> ; August 1983
Dimitrius, St. Anthony Main, Mpls., MN	Interior Architecture	"Pull Service Plus Art Gallery"
Guest Lecturer & Critic	Appointment	Goodman Jewelers Prototype Store
<i>Retail Design</i>	<i>Interior Design Committee-Co-Chairperson</i>	
University of Minnesota	Minnesota Society American	Article
School of Architecture; 1987	Institute of Architects; 1985, 1986, 1987	<i>Architecture Minnesota</i> ; October 1982
Article	Lecture	Mr. Stein's Home
<i>Architecture Minnesota</i> ; November 1986	<i>Institute of Business Designers</i> ;	Award
Josef's, Pavilion Place, Roseville, MN	January 1986	<i>Architecture Minnesota</i> ; 1981
Dimitrius, St. Anthony Main, Mpls., MN	Design for Retail	Best 4 Color Advertisement
4 Fitness, St. Anthony Main, Mpls., MN	Article	Award
Article	<i>Architecture Minnesota</i> ; November 1985	Second Annual Industrial Design Awards
<i>Interiors</i> ; August 1986	"It All Stacks Up"	Publication; 1979
Josef's, Pavilion Place, Roseville, MN	Article	Minnesota Zoological Garden,
	<i>Architecture Minnesota</i> ; November 1985	Interpretive Display System
	Insight; "No Substitute for Exposure"	Teaching
	Article	<i>Minneapolis College of Art and Design</i>
	<i>Architecture Minnesota</i> ; September 1985	<i>Extension College Facility</i> ; 1976-1980
	"Simplicity Itself", SteinDesign Office	Graphic Design I

DISTINCTIONS
Sanford B. Stein

Lecture/Workshop

*International Association of Business
Communicators*; 1977
Systematic Layout for Publications

Guest Lecturer

Minneapolis College of Art and Design
Interior Architecture, Store Design; 1976

Award

Wisconsin Society AIA; 1970
Display Booth

PROJECTS INDEX
Categories

Specialty Retail Design

Prototype Retail Design/Roll-Out

Retail/Service Design

Big Box Retail Design

Kiosks/Branded Displays/Store-In-Store

Food Concepts and Entertainment

**Branding/Environmental
Graphic Design**

**Shopping Center Planning
and Design**

PROJECTS

Specialty Retail Design

Artisan Materials

Rosedale Center, Roseville, MN; 1986

Avenue Art

Appleton, WI; 1987

Bandana Square

Mini-Stores, St. Paul, MN; 1987

Body Language

Calhoun Square, Minneapolis, MN; 1985

The Brief Encounter

Calhoun Square, Minneapolis, MN; 1985

Brochin's Book and Gift Shop

St. Louis Park, MN; 1985

Charlemagne International

International Market Square
Minneapolis, MN; 1985

Cherenda's

Mercado at Scottsdale
Scottsdale, AZ; 1987

Chou Chou

St. Anthony Main, Minneapolis, MN; 1985

CommonBond Communities

Skyline Market
St. Paul, MN; 2000

Creative Kids

Woodbury, MN; 1994
Uptown, Minneapolis, MN; 1995

Dimitrios

St. Anthony Main, Minneapolis, MN; 1985

Everything But Water

Mall of America, Bloomington, MN; 1993

F.C. Chen

Mall of America, Bloomington, MN; 1993

A Fitness

St. Anthony Main, Minneapolis, MN; 1986

Hal's Sportswear

Rosedale Center, Roseville, MN; 1987

Holgaard's

St. Louis Park, MN; 1990

Josef's Shoe Store

Pavilion Place, Roseville, MN; 1986
Calhoun Square, Minneapolis, MN; 1984

Junkyard

Mall of America, Bloomington, MN; 1993

La Cravatte

Gaviidae II, Minneapolis, MN; 1993

La' Ventura

Mayfair Mall, Sioux City, IA; 1986

Life Enhancements

Southdale Shopping Ctr., Edina, MN; 1993

Louis J. Molnar Showroom

International Market Square
Minneapolis, MN; 1986

Magie Shop

Mall of America, Bloomington, MN; 1993

Major Imported Auto

Minneapolis, MN; 1983

Marvelous Magnets

Mall of America, Bloomington, MN; 1994

Metropolis

York Plaza, Edina, MN; 1988

Minneapolis Institute of Arts

Museum Shop
Minneapolis, MN; 1996-1997

Pixazz

Town Square, St. Paul, MN; 1986

Pro Motorsports

Mall of America, Bloomington, MN; 1994

Runkel Brothers American Garage

1994-2001
Mall of America, Bloomington, MN
Cherryvale Mall, Rockford, IL

Fox River Mall, Appleton, WI
Southridge Mall, Milwaukee, WI

S Michael

Edina, MN; 1985

Sallsbury Flower Market

St. Anthony Main, Minneapolis, MN; 1979
Calhoun Square, Minneapolis, MN; 1984

P R O J E C T S
Specialty Retail Design

Serifina

Edina, MN; 2000

Shirt Crafters

Rosedale Center, St. Paul, MN; 1988

ShopNBC

Albertville, MN; 2004

Valley Bookellers

Stillwater, MN; 2000

Wedding Day Jewelers

Bloomington, MN; 1994

Wee Threads

Bonaventure Shopping Center
Minnetonka, MN; 1981

P R O J E C T S
Prototype Retail Design/Roll-Out

Andersen Windows Renewal
St. Louis Park, MN; 1995

Brunswick Home & Billiard Stores
4 locations

CO (2); IL (1); MA (1); 2003-2006

Creative Kidstuff
2 locations

Minneapolis, MN; 1995
Woodbury, MN; 1996

DESA
Edina, MN; 1997-1998

Goodman Jewelers
8 locations
MN (7); WI (1); 1979-1986

Krigel's Jewelers
2 locations
MO (1); OH (1); 1995-1996

Koenig Sports
4 locations
OH (2); PA (2); 1992-1993

le Chateau
3 locations
Canada (3); 1994

Let's Travel, Inc.
Lake-in-the-Hills, IL; 1995

Nordic Track Fitness
2 locations
MA (1); MI (1); 1996

Paradise Music
2 locations

AZ (1); UT (1); 1991-1992

Record Shop
32 locations

AZ (5); CA (12); IA (4); MN (7); ND (1);
NV (1); UT (2); 1983-1994

Red Wing Shoes
Mall of America, Bloomington, MN; 1999

Select Comfort
139 locations

AL (1); AR (1); CA (13); CO (2); CT (8);
FL (9); GA (3); IA (3); IL (9); IN (2);
Japan (1); KS (1); MA (4); MI (5); MN (3);
MO (4); MT (1); NC (4); NE (3); NH (1);
NJ (5); NM (2); NV (1); NY (11); OH (6);
OK (3); OR (1); PA (10); SC (1); TN (5);
TX (5); VA (2); WA (4); WI (5); 1994-1998

Totally Organized
4 locations
AZ (2); MN (2); 1995-1996

Urban Traveler, Inc.
3 locations
MN (3); 1986

Wild Pair
7 locations
CA (1); FL (1); IL (2); NJ (1); NY (1);
OH (1); 1987-1989

PROJECTS
Retail/Service Design

Carlson Travel Network

13 locations

CA (3); DC (1); HI (1); IA (1); IL (1);
MI (1); MN (2); OH (1); WA (1); WI (1);
1990-1993

Hennepin County Medical Center

Hennepin Care South Clinic, Hub Center,
Richfield, MN; 1996

Minneapolis Institute of Arts

Family Activity Area
Minneapolis, MN; 1996-1997

National Car Rental

Minneapolis, MN; 1983

Nelman Marcus/Carlson Travel

Group, Inc.

Minneapolis, MN; 1997-1998

North Memorial Hospital Gift Shop

Robbinsdale, MN; 1998 & 2000

Synergy Photo Studio

Prototype; 1996

P R O J E C T S
Big Box Retail Design

All 4 Walls

St. Paul, MN; 1996

Amini's Galleria

Kansas City, KS; 2004

St. Louis, MO; 2005

AutoFun

Minneapolis, MN; 1997

Bachman's

Prairie Center Drive, Eden Prairie, MN;
1993

Waterford Plaza, Plymouth, MN; 1994

Becker Furniture World

Becker, MN

Prototype Redesign; 2005-2006

Billiard Factory

Houston, TX; 2002

Keenig Sports

Sawmill Center, Columbus, OH

Westerville Mall, Westerville, OH

Euclid Square Mall, Euclid, OH; 1992-
1993

P R O J E C T S
Kiosks/Branded Displays/Store-in-Store

Andretti Racing
Licensed product concept shop; 1997

Hunter Douglas
Instore Display; 1999

Back Home Foods
Mall Kiosk; 1999

Levelor/Home Depot Expo
"Concept Shop"; 1997

Benjamin Moore
Instore Display; 1999

Radio AAMS
In store licensed product concept; 1996

Brunswick Billiards
42 locations
Brunswick Pavilion Store-In-Store
2000-2006; AL (1); CA (1); CO (2); CT (2);
FL (2);
GA (1); IA (2); IL (2); KS (1); LA (1);
MA (1); MD (1); MI (2); MN (2); MO (1);
NC (1); NJ (1); NV (1); NY (1); OH (4);
Ontario (2); OR (1); PA (2); SD (1);
TN (1); TX (4); WA (1); 2000-2006

Colwell General, Inc.
Minneapolis, MN; 1996-1998

Eisenhart Wallcovering Co.
Hanover, PA; 1995

Formica Co.
In-Store Display; 1996
Trade Show Booth; 1996

PROJECTS

Branding/Environmental Graphic Design

All 4 Walls

Naming, Identity, Store Application
St. Paul MN; 1996

AutoFun

Identity, Store Application
Minneapolis, MN; 1997-1998

Becker Furniture World

Brand Analysis
Retail Experience Audit
Rebranding
Becker, MN; 2004-2006

Body Language

Naming, Identity, Store Application
Calhoun Square, Minneapolis, MN; 1985

The Brief Encounter

Naming, Identity, Store Application
Calhoun Square, Minneapolis, MN; 1985

City of Bloomington

Brand Assessment and Repositioning
Bloomington, MN; 2000

DESA

Naming, Identity, Store Application
Edina, MN; 1997-1998

Dimitrius

Identity, Store Application
St. Anthony Main, Minneapolis, MN; 1985

4 Fitness

Naming, Identity, Store Application
St. Anthony Main, Minneapolis, MN; 1986

Josef's Shoe Store

Identity, Store Application
Pavilion Place, Roseville, MN
Calhoun Square, Minneapolis, MN;
1984-1986

Junkyard

Identity, Store Application
Mall of America, Bloomington, MN; 1993

Life Enhancements

Naming, Identity, Store Application
Southdale Shopping Ctr., Edina, MN; 1993

Minneapolis Institute of Arts

Concept Design, Exterior/Interior
Wayfinding System
Visitor Experience Master Plan
Minneapolis, MN; 1996-1997

Paradise Music

Identity, Store Application
Crossroads Plaza, Salt Lake City, UT
Paradise Valley Mall, Phoenix, AZ;
1991-1992

Pizzaz

Identity, Store Application
Town Square, St. Paul, MN; 1986

Runkel Brothers American Garage

Naming, Identity, Store Application
Mall of America, Bloomington, MN
Cherryvale Mall, Rockford, IL
Fox River Mall, Appleton, WI; 1994-1996

Simek's

Prototype Environmental Graphic Design
Apple Valley, MN; 2000

Wedding Day Jewelers

Identity, Store Application
Bloomington, MN; 1994

Wee Threads

Naming, Identity, Store Application
Bonaventure Shopping Center
Minnetonka, MN; 1981

PROJECTS
Shopping Center Planning and Design

Corporate Property Investors

inSTORE Retail Seminars, 1993

Maplewood Mall, Maplewood, MN
Burnsville Center, Burnsville, MN

Edward J. DeBartolo Corporation

inSTORE Retail Seminars, 1991

Great Lakes Mall, Mentor, OH
Randall Park Mall, North Randall, OH

Melvin Simon and Associates, Inc.

1988-1994

Mall of America, Event Center
Bloomington, MN

Muncie Mall, Master Plan
Muncie, IN

Muncie Mall, Tenant Design Criteria
Muncie, IN

Amigoland Mall, Tenant Design Criteria
Brownville, TX

Battlefield Mall, Tenant Design Criteria
Springfield, MO

McCain Mall, Tenant Design Criteria
Little Rock, AR

REFERENCES

Successful long-term designer/client relationships grow out of a strong concern for the client's interests.

STEIN is proud of its numerous repeat clients which it has cultivated through its twenty-five years in business; the following is a partial representation:

Becker Furniture World

Doug Huseby
President
763 262 9012

ShopNEC

Barbara Fasching
Store Operations Manager
952 949 6790

Brunswick Corporation

John Stransky
President - Lifetime Fitness
847 735 4588

Winegard Company

Randall Winegard
President
319 754 0600

Brunswick Home & Billiard Store

Steve DeAlcala
Director
847 853 1900

City of Bloomington

Mark Bernhardson
City Manager
612 948 8780

Larry Lee

Community Development Director
612 948 8947

DESO

Dennis McGraw
Chief Executive Officer
612 716 8554

Select Comfort

Brent Hutton
Former President, Retail Division
812 219 2477

STEIN TRENDING BRANDING DESIGN L.L.C.

STEIN

801 Washington Avenue North
Unit 120
Minneapolis, MN 55401
612 338 3339
612 338 3275 Fax
www.steinllc.com

AFFIDAVIT OF SERVICE BY MAIL

RE: In the matter of Sanford Stein,
Certified Interior Designer
CID Number C00836

STATE OF MINNESOTA)
) ss.
COUNTY OF RAMSEY)

Lynette DuFresne, being first duly sworn, deposes and says:

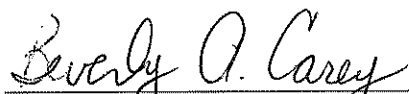
14th That at the City of St. Paul, County of Ramsey and State of Minnesota, on this the day of December, 2009, she served the attached Stipulation and Order by depositing in the United States mail at said city and state, a true and correct copy thereof, properly enveloped, with first class and certified postage prepaid, and addressed to:

Mr. Sanford Stein
Stein LLC
801 Washington Avenue North
Unit 120
Minneapolis, Minnesota 55401

CERTIFIED MAIL
Return Receipt Requested
7005 1160 0002 5025 6259


Lynette DuFresne

Subscribed and sworn to before me on
this the 14th day of December, 2009.


(Notary Public)
